



## Speaker Guidance

IAEM 63<sup>nd</sup> Annual Conference

Nov. 13-18, 2015

Paris Hotel  
Clark County, NV

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## Special Notes

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### Location:

Paris Hotel  
Clark County, Nevada

**Pre-Conference Trainings and Workshops:** November 13, 14, and 15, 2015

**Breakout Sessions:** November 16, 17, and 18, 2015

### Important Dates:

- |  |                                  |
|--|----------------------------------|
| 1. Submit online breakout session proposal   | February 20, 2015, by 5:00 pm ET |
| 2. IAEM notifies speakers of selections      | May 1, 2015                      |
| 3. Submit first version of your presentation | August 3, 2015 by 5:00 pm ET     |
| 4. Speaker Reps review presentations         | August 3 through August 15       |
| 5. Feedback calls with Speaker Reps          | August 20 through September 10   |
| 6. Final versions of presentations due       | October 1, 2015 by 5:00 pm ET    |

### Non-Commercial Nature of Sessions

IAEM provides a unique opportunity for open dialogue and the creative exchange of ideas among participants. Speakers may not endorse brand names or specific products in their presentation. *Under no circumstances may this platform be used as a place for direct promotion of a speaker's product or service. Any presenter who violates this policy jeopardizes his or her opportunity to present at future IAEM conferences.*

### New for 2015

IAEM presents EMvision Talks. The **Talks** are modeled on the well-known TED™ Talk format and this session will be on the plenary stage. The Talks are a new way to communicate thought leadership in emergency management. The Call for Speakers for the EMvision Talks will open in late March, 2015.

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## *Breakout Focus Areas*

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### **2015 Theme: Expanding the Spectrum of Emergency Management**

We are witness to profound political, environmental, technical and cultural changes. The challenges for emergency managers and other decision makers are more complex and urgent than ever. Merely reacting to events is no longer an option. More than ever, we must reach beyond the “normal” and push past the ideology and methodology that are commonplace and “safe” to **expand the spectrum of emergency management**. From forming creative partnerships and sharpening our technical expertise to embracing social science to better prepare, we must look beyond the conventional and limited role of current emergency management.

**When submitting your abstract, select one of the following topic areas or suggest one of your own.**

#### **1. Emergency Management: Phases or Mission Areas**

In the past, the four phases of comprehensive emergency management exemplified the complex and intersecting nature of managing an incident regardless of size or type. As you explore expanding the spectrum of emergency management, what changes have you made in your approach with the advent of mission areas in emergency management? How has the inclusion of prevention and protection affected your work? Does the new non-cyclical paradigm resonate in your world? Are there distinct and clear cues for transitioning from phase to phase? What tools, methods or best practices help you expand your range of effectiveness? Presentations may focus on one or more phases/mission areas

#### **2. Environmental and Political Influences**

We live in a rapidly changing world where we must constantly make adjustments to stay relevant. Ever changing technology, societal fluctuations, political climates, communication strategies, and new weather patterns create a spectrum of challenges for emergency management. How do these changes influence the emergency management profession or its ability to effectively meet the changes? How can we be poised to be successful?

### **3. New Partner Practices**

As the spectrum of emergency management expands, how does the profession of emergency management change? What unique partnerships have you developed? What new strategies or actions have you taken? How can we turn challenges into opportunities? What new tools, practices and relationships make up the spectrum? Do these changes require new types of collaboration?

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## Online Speaker Application

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The call for speakers runs from December 16, 2014, through February 20, 2015. *All applications must be submitted by February 20, 2015, at 5:00 pm U.S. Eastern Time to be considered. No exceptions.*

Submit your speaker application to: <https://submit.iaem.com/iaem2015/submit>

### Scoring Applications

Members of the Conference Committee review and score the applications based on:

- A complete and accurate application – **INCOMPLETE SUBMISSIONS WILL BE DISQUALIFIED AND REMOVED FROM REVIEW**
- Quality of submitted presentation materials developed for the IAEM Annual Conference
- Compelling presentation “story” that will engage the audience
- Adherence to theme
- Speaker experience and qualifications related to the topic

### Tips for Completing the Online Application

- Read all the instructions very carefully
- Complete all fields – incomplete applications will be disqualified
- Double check for typos before you submit – they will decrease your score
- Submit a short speaker introduction to be used if selected
- Objectives and takeaways are not the same:
  - *Objective:* Specific things the presenter will convey during the session.
    - Example: The purpose and benefits of the National Weather Service StormReady Program.
  - *Takeaway:* Something concrete participants can use in their jurisdictions.
    - Example: Attendees will know how their jurisdictions can apply for StormReady.

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## Submission Requirements

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You must meet ALL requirements for your proposal to be considered! Any missing items will automatically disqualify the submission from the selection process.

**Upload 2 files – one file from Section 1a or 1b AND a file from Section 2.**

**1. Proposed Presentation *PDF format only***

**a. Presentation Sample** (PowerPoint, Keynote, Prezi, etc.)

*Submit 10-12 slides, (including a title and contact slide) that follows the presentation development guidance in this document and meets the requirement to be visible to the furthest audience member in the meeting room.*

- *First slide: include the proposed presentation title, your name, and your social media handle (if you have one).*
- *Last slide: include your contact information. You may also include your organization's website and logo. This is the only slide where a logo is allowed.*
- *Since a PDF is required for this proposal, please do not include animations in this sample slide deck.*

**OR**

**b. Full Discussion Outline**

*(Include a description of how you will engage the three learning styles in each of your learning objectives. For example:*

*Objective 1*

*a) Auditory Learners; b) Tactile/Kinesthetic Learners; c) Visual Learners*

*Objective 2*

*b) Auditory Learners; b) Tactile/Kinesthetic Learners; c) Visual Learners*

*Objective 3*

*c) Auditory Learners; b) Tactile/Kinesthetic Learners; c) Visual Learners)*

**AND**

**2. Prior Presentation\*\***

- Full presentation (e.g., PowerPoint, Keynote, Prezi, etc. PDF format only),*
- OR discussion outline*
- OR a link to a high quality video of a presentation you have previously done. Low quality audio or poor visuals will decrease your score.*

**\*\*This prior presentation should demonstrate your presentation style and offer a glimpse of what the Conference Committee can expect. \*\***

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## Developing Your Presentation for Submission

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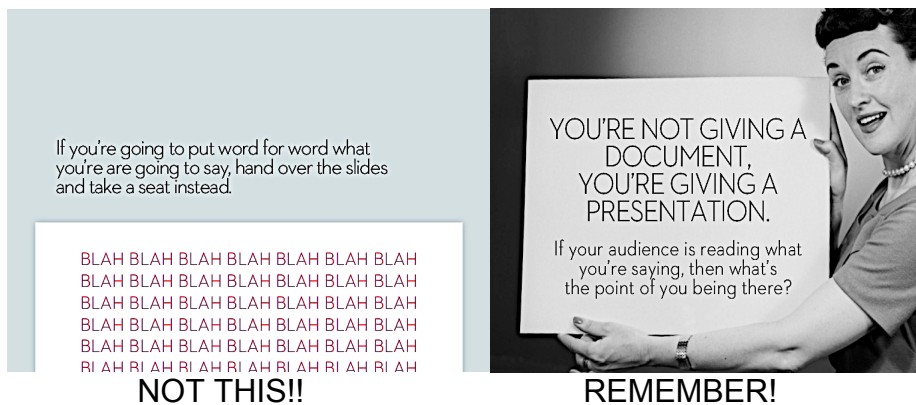
If you have questions about developing your submission and would like individualized assistance, ask to speak to a member of the Conference Committee or Julie Husk at (703) 538-1795 x1789 or [jhusk@iaem.com](mailto:jhusk@iaem.com).

Over the years, the IAEM conference committee has reviewed hundreds of presentations. As a result of these reviews, we have created a series of guidelines and standards to help you develop the most effective presentations possible. Please review the following guidelines to ensure your presentation meets IAEM standards.

**Failure to follow guidelines will result in lower scores.**

### Creating Effective Slide Presentations

- **NO WALL OF TEXT, PLEASE!** You should be doing the talking, not your slides. Slides should enhance what you're saying and help the audience remember the story you tell them.



- Limit the number of colors, patterns and graphics on one slide.
- Use simple charts and graphics rather than complex, cluttered ones. See examples here:  
<http://www.wearevisual.com/makeover-slides/>
- Use a font size large enough to be legibly seen from the back of a session room (approximately 30 feet away on a screen approximately 10 feet wide). Legibility is the primary factor in all presentations.
- Ensure background color and/or any background photo or imagery is sufficiently



muted or washed out to contrast with the foreground text.

- Use colors that comply with guidelines for those with low vision: <http://bit.ly/Zc2orQ>
- Use a consistent color palette throughout your presentation. Examples: <http://slidesha.re/1nY9VPR>
- Newer trends in slide design include using a full-size photograph (to which you must have the rights to use) and either have copy space within the photo, or use of transparency tools to shade the text box to make the words more legible with the picture.
- Avoid using animations in your proposed presentation submission. In PDF versions, animations do not work well and these errors can also reduce your score.

Here are suggested resources on developing effective presentations:

- The \*New\* Death by PowerPoint: <http://www.slideshare.net/thecroaker/death-by-powerpoint>
- An alternative to PowerPoint, Bullet Points, boring presentations: <http://youtu.be/3ruwY1fnxT4>
- Ted Talks storytelling techniques: How to Deliver a Great TED talk: <http://onforb.es/1fEDW20>
- 18 Tips for Great Presentations: <http://bit.ly/1fH1mXw>

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## Once You Are Selected

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### Accommodations

Speakers are responsible for their own accommodations. Please make reservations at:

Paris Hotel  
Clark County, NV

### Financial Support

We ask speakers to seek financial support from their organizations. If it is not available, IAEM can provide up to \$500 *per session* (not per speaker). We also offer a complimentary conference registration fee for one speaker per session. If you have more than one speaker for your session, please coordinate. Unless we hear otherwise, we assume that the designated key contact for the session, the one submitting the proposed breakout session, will receive the complimentary registration. **Note that all speakers must register in order to receive admittance to the event.**

If you require financial assistance, you **MUST** indicate this in your online submission by checking the box. Failure to do so will prohibit any future request for financial assistance. The request for financial assistance has no bearing on the selection process.

### Room Setup and Logistics

The room setup for the Breakout Sessions will include a mix of classroom and theatre style. Each room will be equipped with standard AV set-up to include a laptop, projector and screen. If you have special AV requirements, indicate so in the AV Requirements section of the online submission form; we will try to accommodate your request.

IAEM uses the IAEM to GO mobile app. It will provide up-to-date information and real-time view of your slide presentations and handouts. However, if you still wish to provide handouts at your presentation, please bring 60 - 100 copies.

Each breakout session lasts 60 minutes. Structure your presentation to allow time for Q&A in the time allocated.

## Final Presentation Notes

Please note that the Conference Committee:

- Selects presenters based on their personal knowledge, experience and professional reputation in addition to the other requirements of a high quality, complete submission.
- Reserves the right to review and make suggestions for design changes to the presentations of all accepted speakers. The committee will assign a representative to assist you during the development of your final presentation. This representative will work with you to develop the most effective presentation possible that meets the Conference Committee guidelines.
- Welcomes handouts from the speaker. Utilize this option to keep your presentation within our guidelines. This handout can be uploaded with your approved final presentation.
- May cancel a session if the original speakers or submitted topic are no longer available.
- Requires *any* speaker substitutions or additions to be approved in advance by the Chair.
- Assigns a speaker liaison to you for the conference. This Conference Committee liaison will contact you two weeks before the conference. He/she will be your contact point before and during the conference. Your liaison will help you with the logistics for your presentation and introduce you before your session begins. This may not be the same person who served as your presentation development representative.

**The Conference Committee conducts a final review of all accepted presentations and will notify speakers if any changes are recommended. Failure to adjust the final presentation to the standards of the Conference Committee may result in the loss of a speaker slot.**

## Breakout Session Tips

- *Absolutely no commercials.* The speaker liaison will introduce you, and you will include a contact slide at the end of your presentation where you can put your organization's logo and website. Spending time describing your company or service during your presentation is inappropriate and will jeopardize future opportunities to present at IAEM.
- Know your audience. It's useful to ask a few questions at the start to get an idea of the make-up of your audience.
- Encourage audience participation and questions throughout your presentation. Repeat each question to make sure that the audience knows what has been asked.
- Get right into the subject matter as quickly and dramatically as possible. You have to grab the audience's attention fast.
- Use stories to illustrate your points. People will remember stories long after they have forgotten your numbers and statistics.
- Cite your sources. Use comprehensive analysis and never give vague references such as, "Some studies say..."
- Stick to the time schedule. Practice your material before the conference, and watch the moderator for time signals.
- If you run out of time, offer to take questions after the session and outside of the session room or ask attendees to email you.

## Final Materials

### **Presentations/Full Discussion Outlines, Introductions and Handout Materials**

You must submit a PDF electronic version of final presentation/full discussion outline, handouts, and introduction for your session plus a non-pdf version of your final presentation **by August 3, 2015, at 5:00 pm U.S. Eastern Time. After this date, you are in jeopardy of being removed from the conference program.** Exceptions will be made for copyrighted materials.

## When You Arrive at the Paris Hotel

If you have registered ahead of time, you may pick up your registration materials at the registration desk. If you have not registered ahead of time, please use one of the on-site registration kiosks to do so and then proceed to the registration desk.

IAEM will notify you in advance of the time, date and location of your presentation. Please check the online conference program or IAEM to GO conference mobile app for this information and any changes prior to your session. Please arrive at the room least 15 minutes before your session to meet the speaker liaison from the Conference Committee. The speaker liaison will introduce you to the audience using the introduction you submitted and will ensure you have appropriate, working AV. The liaison will also signal you when your time is running low and remind participants to fill out session evaluations.

## Speaker Preparation Room

A speaker preparation room will be available Sunday through Wednesday.

## Published or Recommended Books

If you are a published author and would like to donate copies of your book for the IAEM Bookstore OR if you have a list of recommended books for your audience, contact Julie Husk, [jhusk@iaem.com](mailto:jhusk@iaem.com).

## Media

If you have questions regarding media interviews, please contact Dawn Shiley-Danzeisen at [Shiley@iaem.com](mailto:Shiley@iaem.com).

## In Case of Emergency Prior to Event

If you are unable to present as the result of a last-minute emergency, please call **Julie Husk at 703-538-1795 x 1789 or email [jhusk@iaem.com](mailto:jhusk@iaem.com)**. We will provide you with the onsite office telephone number closer to the conference date.

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## *2015 Tentative Program*

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### **Friday, November 13, 2015**

2:00pm – 5:00pm      Registration Opens  
8:00am – 5:00pm      Pre-Conference Trainings and Workshops

### **Saturday, November 14, 2015**

7:30am – 5:00pm      Registration and IAEM Store open  
8:00am – 5:00pm      Pre-Conference Trainings and Workshops

### **Sunday, November 15, 2015**

7:30am – 5:00pm      Registration, IAEM Store and Book Store open  
8:00am – 5:00pm      Pre-Conference Trainings and Workshops  
8:00am – 5:00pm      Caucus and Committee Meetings  
5:30pm – 8:00pm      Welcome Party

### **Monday, November 16, 2015**

7:30am – 6:00pm      Registration, IAEM Store and Book Store Open  
8:00am – 8:30am      Opening Ceremonies, Presentation of Colors and Welcoming  
Remarks  
8:30am – 9:30am      Keynote Address  
10:00am – 12:00pm     General Session - Partners' Panel  
12:15pm – 1:45pm     Lunch, General Session  
2:00pm – 5:45pm      Breakout/General Session and Region Meetings  
2:00pm – 6:00pm      EM Career Workshop  
6:00pm – 8:00pm      Emergency Management and Homeland Security Expo (EMEX) -  
Opening Reception  
6:00pm – 8:00pm      Crisis Technology Center  
8:00pm – 9:30pm      New Emergency Managers Networking - Future Leaders in  
Emergency Management Reception

### **Tuesday, November 17, 2015**

7:30am – 5:00pm      Registration, IAEM Store, Book Store and Crisis Technology Center  
Open  
7:30am – 7:00pm      EMEX Open  
8:45am – 9:15am      IAEM - Global and USA 2015 Awards Competition Winners  
8:00am – 11:45am     Breakout/General Session  
11:45am - 1:45pm     Lunch in EMEX 2015  
1:45pm – 5:30pm      Breakout/General Sessions and Caucus/Committee Meetings  
5:30pm – 7:00pm      Reception in EMEX  
6:30pm – 8:00pm      IAEM Scholarship Auction

### **Wednesday, November 18, 2015**

7:30am – 2:00pm      Registration, IAEM Store, Book Store and Crisis Technology Center  
Open

7:30am – 2:00pm	EMEX Open
8:45am – 9:15am	IAEM – Global and USA 2015 Awards Competition Winners
8:00am – 11:45am	Breakout/General Sessions
10:15am – 11:15am	IAEM - USA Annual Business Meeting & IAEM Annual General Membership Meeting
11:45am – 1:45pm	Lunch/Basket Raffle, Silent Auction in EMEX 2015
1:45pm – 3:30pm	Breakout/General Sessions
6:00pm – 8:30pm	President’s Reception and Banquet/CEM/AEM Awards Program

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## General Contact Information

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### Conference Managers

**Association & Society Management International, Inc. (ASMI)**

201 Park Washington Court  
Falls Church, VA 22046-4527

**Julie Husk**, ASMI Program Manager

Telephone: (703) 538-1795 x1789

Fax: 703-214-5603

Email: [jhusk@iaem.com](mailto:jhusk@iaem.com)

Website: [www.iaem.com](http://www.iaem.com)

### IAEM Conference Committee

**Susamma Seeley, MPA, CEM, Chair**

Director, Disaster Response, Catholic Charities of Missouri

[sseeley@cc-mo.org](mailto:sseeley@cc-mo.org)

**Nancy Harris, Vice-Chair**

Director of Training and Exercise, Regional Catastrophic  
Preparedness Grant Program NY-NJ-CT-PA

[Njharris27@comcast.net](mailto:Njharris27@comcast.net)

### Media Contacts

**Dawn Shiley**, ASMI Marketing & Communications Director Telephone:

(703) 538-1795 x1709

Email: [Shiley@iaem.com](mailto:Shiley@iaem.com)

Thank you for your interest and support of the 2015 IAEM Annual Conference!